

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 12743 030411Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
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INFO SECSTATE WASHDC 4016

UNCLAS BANGKOK 12743

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: ADS, REQUEST FOR PIANOCORDER DIVISION, SUPERSCOPE, INC.
CHESTWORTH, CA.

REF: USDOC CD 144, MARCH 22, 1978

EMBASSY HAS CONTACTED SEVERAL FIRMS IN THIS BUSINESS LINE AND
FOUND THAT THERE ARE ONLY TWO FIRMS THAT MEET THE U.S. COMPANY'S
SPECIFICATIONS THAT HAVE ALSO EXPRESSED THEIR INTEREST IN ACTING
AS DISTRIBUTOR, THEY ARE:

1. SIAM MOTORS CO., LTD.
YAMAHA MUSIC DIVISION
933/1-7 RAMA 1 ROAD
BANGKOK, THAILAND

CONTACT: MR. SONGYOS VIRANGKABUTRA, MARKETING MANAGER

PHONE: 2526133-5

CABLE: SIAMO BANGKOK

TELEX: SIAMO TH 2655 & TH 2379

COMMENT: MR. SONGYOS SAID THAT ELECTRONIC PIANOCORDER SEEMS
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TO BE A NEW EQUIPMENT FOR THIS MARKET AND IT WILL
REQUIRE ONE OR TWO YEARS OF MARKET PROMOTION.
HOWEVER, HE HAS EXPRESSED A GREAT INTEREST IN
THIS OFFER AND WISHES TO DISCUSS FURTHER DETAILS AND,
IF POSSIBLE, TO OBTAIN THE INSTALLATION MANUAL FROM
U.S. SUPPLIER. FIRM PLANS TO IMPORT ONE SAMPLE UNIT
FOR DEMONSTRATION.

SIAM MOTORS COMPANY NOW IS THE EXCLUSIVE DISTRIBUTOR
IN THAILAND FOR YAMAHA MUSICAL INSTRUMENTS, AND THE
OPERATOR OF ABOUT 20 MUSICAL SCHOOLS.

2. ROBINSON PIANO CO. (SIAM) LTD.
3RD FLOOR, SIAM CENTER
361 RAMA 1 ROAD
BANGKOK, THAILAND

CONTACT: MR. YONGSAK LOCHOTINAN, MANAGING DIRECTOR

PHONE: 2515913, 2514983

COMMENT: SUBJECT FIRM IS ONE OF THE LEADING IMPORTERS AND
DISTRIBUTORS OF PIANOS IN THAILAND. IT WAS ESTABLISHED
IN 1927 AND PRESENTLY RUN BY MR. YONGSAK LOCHOTINAN,
A QUALIFIED PIANO TECHNICIAN FROM CHAS H. CHALLEN
(PIANO SALES) LTD., LONDON. FIRM, PRESENTLY, IS
DISTRIBUTOR FOR "ROBINSON", "CHALLEN", AND "KNIGHT"
PIANOS AND ALSO THE OPERATOR OF A PIANO ASSEMBLING
FACILITY, HOESON PIANO LTD. PART.

MR. YONGSAK HAS EXPRESSED INTEREST IN THIS ELEC-
TRONIC PIANOCORDER AND WISHES TO IMPORT ONE
COMPLETE UNIT FOR STUDY AS WELL AS FOR MARKET
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EVALUATION.
WHITEHOUSE

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NNN

Message Attributes

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